

MEMBERSHIP RESOURCE GUIDE



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As your Membership Growth Officer, I can assist you in developing and implementing membership development strategies by helping you analyse and understand membership data, create and deliver membership learning sessions, and discover relevant resources and tools to meet your membership goals. Here are several key membership topics that we can discuss to help you strengthen membership in our region, district or club:

- Attraction and recruitment
- Engagement and retention
- Membership and club flexibility
- New club development strategy
- Diversity, equity, and inclusion

If you're seeing this document in print media and can't click on any links, scan the QR Code to access these resources.



HOW TO STRENGTHEN YOUR MEMBERSHIP

CLICK ON LINKS BELOW

ASSESS

- **Club Experience Concierge** – Explore ways to improve the club experience through practical tips and resources with this interactive, online resource.
- **Rotary Club Health Check** - This resource helps club leaders pinpoint opportunities for growth and prescribes resources to help remedy problem areas.
- **Membership Assessment Tools** - Learn how to evaluate and improve your membership development plan with these tools, complete with sample surveys and information on organising new clubs, recruiting and retaining members.
 - **Diversifying Your Club** (member diversity assessment)
 - **Improving Your Member Retention** (retention assessment)
 - **Enhancing the Club Experience** (member satisfaction survey)
 - **Understanding Why Members Leave** (exit survey)

WELCOME

- **Introducing New Members to Rotary** - Utilise this guide to develop a process for engaging new members from the start by helping them get involved, connecting them with a mentor, and by pacing the learning over time.
- **Rotary Basics** - This comprehensive guide to all-things Rotary covers everything from how Rotary began to how you can optimise your membership experience.
- **Designing Your Rotary Club Experience** - This guide describes the options members can choose from to personalise their Rotary experience and get involved in ways that matter to them.

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ATTRACT

- **Creating a Positive Experience For Prospective Members** - Find tips and ideas for connecting with prospective members, and what you can do to ensure they have a positive experience
- **Engaging Younger Professionals** - This online toolkit helps clubs connect with younger professionals by first understanding them. Topics included are characteristics of your audience, your club's culture, ideas for outreach and engagement, and the long-term benefits of becoming a Rotarian
- **Strategies for Attracting New Members** - Are guests of your club not interested in joining? Learn how to improve the club experience to make it attractive to visitors.
- **Diversify your club** - Diverse clubs attract more members, reflect Rotary's core values, and expand our ability to make a difference. In this course, you'll find strategies for diversifying your club and building relationships with new groups.
- **Prospective member flyer** — Take this easy-to-print flyer to events and distribute to members of the community so they can learn more about Rotary and the benefits of getting involved with our programs and activities.
- **What's Rotary? wallet card** — Print these cards and keep them in your wallet to share with people you meet who want to learn more about Rotary.
- **Hosting a Prospective Member Event Best Practices** - Use these tips when planning an event for prospective members at the club or district level.

ENGAGE

- **Best Practices for Engaging Members** - Is your club losing more members than it's gaining? It's time to get serious about engaging members.
- **Creating an Inclusive Club Culture** - Creating a club culture that is welcoming to everyone starts with having conversations about diversity, equity, and inclusion. Discussing these topics takes time and isn't always easy. This course will help your club hold these discussions, assess its policies and practices, and make changes to create a more inclusive culture.
- **Club flexibility** — Learn about flexible membership and meeting options; view [frequently asked questions](#), [governance documents](#) and [start guides for alternative membership types](#) and [flexible meeting formats](#).
- **Microaggressions Course** - Take this course to understand the impact of microaggressions and how to respond to them in ways that uphold Rotary's commitment to diversity, equity, and inclusion.

Want to learn more?

For interactive learning, visit the membership topic on the [Learning Centre](#)

Didn't find the resource you were looking for?
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